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Message Text

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INFO OCT-01 EA-10 ISO-00 EB-06 RSC-01 /018 R

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COM/BIC/OIM/CMSONNE,
RMD/JLBARNES, ACTG. CMM/238
STATE/EB/CBA/OCA/BR:IAWILLIAMSON (INFO)
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R 182319Z OCT 74
FM SECSTATE WASHDC
TO AMEMBASSY SINGAPORE

UNCLAS STATE 230280

E.O. 11652: NA
TAGS: BEXP, SN
SUBJECT: HOME AND OFFICE FURNISHINGS JEEP, DECEMBER 4-6, 1974

REF: A. STATE A-7760, OCTOBER 11, 1974
B. SINGAPORE 3922

1. WRAP-UP AIRGRAM (REF. A) WAS ADDRESSED TO ALL POSTS IN AREA SERVED BY USRTC. AIRGRAM LISTED AREAS IN WHICH EXHIBITORS WERE SEEKING REPRESENTATION AND WILL HOPEFULLY ASSIST PROMOTION OF EVENT THROUGHOUT REGION.

2. ALL MARKETING DATA FORMS RECEIVED BY PROJECT OFFICER HAVE BEEN AIRMAILED TO USRTC. INFORMATION ON FIRMS LISTED BELOW, WHO DID NOT SUBMIT MDF, WAS OBTAINED BY TELEPHONE.

(A) KELLER INDUSTRIES, INC., REPRESENTED BY NIELSEN INTERNATIONAL MARKETING CO.: ITEM 7. BUILDING PRODUCTS DIVISION OF KELLER INDUSTRIES MANUFACTURES WIDE RANGE OF PRODUCTS FOR BUILDING INDUSTRY, INCLUDING CARPETING WHICH WILL BE EXHIBITED AT THIS JEEP. OTHER PRODUCTS INCLUDE KITCHEN CABINETWORK AND ALUMINIUM STORM AND SCREEN DOORS. KELLER OPERATES LARGE, HIGHLY AUTOMATED CARPET PLANT AND HAS
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NATIONWIDE NETWORK OF WAREHOUSES IN U.S.

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ITEM 8: FURNITURE AND CARPETING WHOLESALERS AND RETAILERS,
HOTEL, APARTMENT AND OFFICE DEVELOPERS, INTERIOR DECORATORS.
ITEM O: EXECUTIVES AND BUYERS FOR USERS LISTED ITEM 8.
ITEM 10: KELLER MANUFACTURES COMPLETE LINE OF NYLON, OLEFIN
AND ACRYLIC RESIDENTIAL AND COMMERCIAL CARPETING, INCLUDING
SHAGS, SCULPTURED SHAGS, PLUSHES AND LOOPED CARPETING.
KELLER CARPETING IS ATTRACTIVELY PRICED BUT DESIGNED TO HAVE
APPEARANCE AND STYLING FEATURES OF EXPENSIVE LINES.
FIRM MAINTAINS LARGE STOCK AND IS ABLE PRODUCE ITEMS NOT IN
STOCK WITHIN 3-4 WEEKS AFTER RECEIPT OF ORDER.

(B) BOZOF DINETTES, INC., REPRESENTED BY NIELSEN INTERNATIONAL
MARKETING CO.:
ITEM 7: BOZOF HAS BEEN PRODUCING DINETTE SETS FOR OVER 29
YEARS. BOZOF'S PRODUCTS ARE SOLD IN MANY LARGE U.S. CHAIN
STORES UNDER THE "HOLIDAY" BRAND NAME. THE FIRM EMPLOYS
OVER 200 AND HAS ANNUAL VOLUME OF OVER DOLS 5 MILLION.
ITEM 8: FURNITURE AND DEPARTMENT STORS, WHOLESALE FURNITURE
DEALERS.
ITEM 9: EXECUTIVES AND BUYERS OF FIRMS LISTED ITEM 8.
ITEM 10: BOZOF DINETTE TABLES HAVE TOPS MADE OF HIGH PRESSURE
LAMINATES WHICH RESIST SCRATCHES, STAINS AND CIGARETTE BURNS
AND RETAIN THEIR NATURAL FINISH FOR YEARS. TABLE TOP IS ON
METAL RUNNERS AND CAN BE EASILY OPENED AN CLOSED FOR INSERTION
AND REMOVAL OF LEAVES. TABLE LEGS ARE MADE OF STEEL WITH AN
EPOXY FINISH WHICH WILL NOT SCRATCH OR CHIP. ALL CHAIRS
ARE MADE OF 18 GAUGE STEEL WITH THE SAME EPOXY FINISH,
FOAM CUSHIONS AND VINYL UPHOLSTRY WHICH ARE EASY TO MAINTAIN.
3. BANDTEX INTERNATIONAL, REPRESENTING STATTER WALLPAPER
CO., PALLETTE PRINTS CO. AND EISENHART WALLPAPER CO. HAS
NOT SUBMITTED MDF IN SPITE OF REPEATED REQUESTS FROM PROJECT
OFFICER AND PHILADELPHIA DISTRICT OFFICE. OUR
INFORMATION IS LIMITED TO THAT ON PARTICIPANTS LIST
ATTACHED REF. A.
FYI-BANDTEX IS NEGOTIATING REPRESENTATION AGREEMENT WITH
MODERN INTERIORS LTD. AND MAY BE RELUCTANT PROVIDE MDF
UNTIL REPRESENTATION SITUATION IS CLARIFIED. KISSINGER

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Disposition Event:
Disposition History: n/a
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